



**3<sup>rd</sup> Lt. Commanders Report**  
**Texas Division**  
**Sons of Confederate Veterans**  
**Mar 2025 – May 2025**

Compatriots,

As part of our public outreach efforts, the Texas Division recently ran a billboard campaign in the Waco area promoting SCVTexas.org. While the campaign was well-executed, we did not observe a meaningful increase in website visitors during its limited one-month run. It appears the short duration and placement may not have aligned effectively with our target demographic. While not the result we hoped for, this test offered valuable insights to guide future outreach strategies. On the digital front, SCVTexas.org remains strong and active. Over the last quarter, we recorded **2,600 unique visitors** and **9,900 total page views**.

In March, we observed a spike in page views without a corresponding increase in unique visitors. After investigation, the source was traced to **China**, likely caused by an AI web crawler scraping the site. As a precaution, I have blocked traffic from **China, Russia, and India** to maintain site integrity and performance.

Due to this, some data from the period may be unreliable — but a few clear trends still emerged:

- The **Camp List** page was the second most-viewed page after the homepage.
- The **Division Reunion Information** page came in third.

Another area of focus has been the **Division Blog**. I'm excited to report that our blog is gaining attention **not just in Texas, but from SCV members across the country**. It's become a powerful way to showcase the energy, action, and victories coming out of our Camps — a digital megaphone for the Texas Division. To keep that momentum going, **I need your help**. Any time your Camp has a newsworthy event — a ceremony, cleanup, outreach, or success — **send it in immediately**. The sooner I receive it, the sooner I can get it online and help broadcast the good work you're doing.

Additionally, I'm building a new **Media Section** that will host video content produced by compatriots across the state. This will serve as a growing archive of our presence and heritage in action. Please reach out if you have footage or media that belongs in this collection.

As always, I remain committed to the strength and growth of this Division. Thank you for all you do — and keep making noise. I'll make sure it gets heard.

**Respectfully,**

**Cody Crislip**

3rd Lt. Commander

Texas Division, Sons of Confederate Veterans